



2011 FRUIT HIGHLIGHTS



Hawaii avocado, banana, guava, and papaya growers collectively harvested 48.6 million pounds of fruit for fresh and processed utilization in 2011. This was a 3 percent decline when compared to the 2010 totals. The overall value of these 4 fruits totaled

\$21.9 million, slipping 3 percent from the previous year. In 2011, fruit acreage totaled 3,910 acres, 4 percent less than the prior year's total. Harvested area was down 5 percent from 2010 to 2,760 acres in 2011.

♦ Avocado

Avocado production for 2011 is estimated at 700 thousand pounds, up 6 percent from 2010. Both in crop acreage and harvested acreage were 20 acres above the previous year totaling 460 and 350 acres, respectively. Average yields remained unchanged from 2010 at 2,000 pounds per acre in 2011. Dry weather continued to hamper the crop in 2011 affecting progress, fruit size, and fruit quality. Growers also mentioned the volcanic haze had affected flowering and fruit set. Farm price averaged 80.0 cents per pound for the 2011 crop, up 3.0 cents from the previous year. The value totaled \$560 thousand for the year, increasing 10 percent from 2010.

♦ Banana

Fresh market banana utilization in 2011 totaled 17.4 million pounds, a decrease of 2 percent from 2010. Indications from the Hawaii Fresh Fruit Survey also revealed a 7 percent decrease in Statewide banana acreage from 1,400 acres in 2010 to

1,300 acres in 2011. Weather conditions during the 2011 growing season varied by location; however, many areas experienced a lack of water due to drought conditions and irrigation was necessary to maintain the crop. Banana yield increased 7 percent to 17,400 pounds per acre, up from 16,200 in 2010. Producers received an average 65.0 cents per pound for fresh banana in 2011 or 5.0 cents per pound above the previous year. If this preliminary price holds, it will be a new State record high surpassing the previous record set in 2010. Sales totaled \$11.3 million or 6 percent higher than the previous year.

♦ Guava

The output of processed guava for 2011 was estimated at 1.9 million pounds or 46 percent above 2010's crop. In crop acreage was unchanged from the previous year, while harvested acres dropped by 5 acres. The 2011 value of sales was estimated at \$323 thousand, rising 47 percent from 2010 levels. Weather for 2011 was generally dry, but not as severe as 2010.

♦ Papaya

Papaya utilization for 2011 is estimated at 28.6 million pounds, down 5 percent from 2010. Fresh utilization accounted for 97 percent of the total or 27.7 million pounds, 5 percent below a year ago. Acreage in crop fell by 75 acres to 2,000 acres and harvested acreage decreased by 50 acres. The papaya value decreased 13 percent to \$9.7 million mainly due to lower prices and limited sales. After a decade of waiting for clearance, commercial shipments of genetically modified papayas from Hawaii have been approved for export to Japan.